

**CLAIMS**

1. (Currently Amended) A data analysis system for evaluating the performance of a first at-least one of a plurality of pharmacy outlet(s) in a pharmacy chain, there being several such pharmacy chains in the marketplace, the system comprising:

a computer system coupled to a centralized database common to all the pharmacy chains in the marketplace, wherein the database houses:

(1) confidential pharmaceutical information related to all the pharmacy chains, wherein the confidential information related to a particular pharmacy chain includes market measures of its plurality of pharmacy outlets, and

(2) reference files including industry-standard market measures; ~~and~~

(3) a plurality of data records, wherein each of the data records includes an outlet name, an organization name, and a parent name; and

a data access application providing user/outlet-access to the database from a second one of the plurality of pharmacy outlets, wherein the data access application is configured to provide user/outlet access to (a) reference files including the industry-standard market measures, and (b) only to data associated with the second one of the plurality of pharmacy outlets' pharmacy chain while keeping the confidential information related to other pharmacy chains inaccessible.

2. (Original) The data analysis system of claim 1, wherein at least one of the plurality of outlets is a retail sales location.

3. (Original) The data analysis system of claim 1, wherein at least one of the plurality of outlets is a pharmaceutical sales location.

4. (Original) The data analysis system of claim 1, wherein the computer system receives market measures from the portion of the plurality of outlets through the transceiver.

5. (Original) The data analysis system of claim 4, wherein the computer system receives the market measures from users utilizing the data access application.

6. (Original) The data analysis system of claim 4, wherein the computer system generates industry-standard market measures based at least in part on the market measures from the portion of the plurality of outlets.

7. (Canceled)

8. (Cancelled)

9. (Currently Amended) The data analysis system of claim ~~7~~1, wherein the ~~user~~group pharmacy chain is associated with at least one of the plurality of outlets associated with a particular organization name.

10. (Cancelled).

11. (Currently Amended) A method for evaluating the performance of at least one of a plurality of pharmacy outlets in a pharmacy chain, there being several such pharmacy chains in the marketplace, ~~the system~~, comprising the steps of:

(a) receiving a username and password from a user associated with a second pharmacy outlet;

(b) verifying that the username and password correspond to a user account, wherein the user account includes a reference to the pharmacy chain to which the second pharmacy outlet belongs;

(c) receiving a request for a report comparing data associated with at least one outlet associated with the pharmacy chain to industry-standard market measures;

(d) if the first and second pharmacy outlets belong to a common pharmacy chain, accessing a database that houses: confidential pharmaceutical information related to all the pharmacy chains, wherein the confidential information related to a particular pharmacy chain includes market measures of its plurality of pharmacy outlets, and reference files including industry-standard market measures;

wherein accessing the database comprises accessing only the confidential information related to the common pharmacy chain and the reference files including industry-standard market measures to generate the report; ~~and~~

(e) receiving data describing at least one of the plurality of outlets, wherein the data describing each of the at least one of the plurality of outlets includes an outlet name, an organization name, and a parent name

(~~e~~f) transmitting the report to the user.

12. (Previously Presented) The method of claim 11, further comprising the step of: (e) receiving market measures corresponding to one of the at least one outlet associated with the pharmacy chain.

13. (Original) The method of claim 12, wherein the market measures include all pertinent transactions from the one of the at least one outlet.

14. (Original) The method of claim 11, wherein at least one of the plurality of outlets is a retail sales location.

15. (Original) The method of claim 11, wherein at least one of the plurality of outlets is a pharmaceutical sales location.

16. (Original) The method of claim 11, further comprising the step of: (f) receiving market measures from the portion of the plurality of outlets.

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17. (Original) The method of claim 16, further comprising the step of: (g) generating industry-standard market measures based at least in part on the market measures received from the portion of the plurality of outlets.

18. (Canceled)

19. (Currently Amended) The method of claim 1[8]1, further comprising the step of:

(i) storing a plurality of data records following the step (h), wherein each of the plurality of data records includes an outlet name, an organization name, and a parent name.

20. (Currently Amended) The method of claim 1[8]1, wherein the pharmacy chain is associated with at least one of the plurality of outlets associated with a particular parent name.

21. (Currently Amended) The method of claim 1[8]1, wherein the pharmacy chain is associated with at least one of the plurality of outlets associated with a particular organization name.